



ACVB Chairman selected for 2010

ATLANTA (Jan. 16, 2009) – Ken Bernhardt has been tapped as the incoming chairman of the board of directors for the Atlanta Convention & Visitors Bureau (ACVB) for 2010. Bernhardt is the Taylor E. Little Jr. Professor of Marketing and Special Assistant to the Dean for Corporate and Community Relations at the Robinson College of Business at Georgia State University.

Bernhardt has served on the ACVB Board of Directors since 1991 and has served on the organization's executive committee for more than 12 years. He is a past chair of the Marketing Committee, the Strategic Planning Committee and the Research Committee and has been heavily involved in ACVB's Cultural Tourism Initiative. He also served on the Strategy Task Force for Brand Atlanta. In 2000, he received the ACVB President's Award for outstanding service to the marketing of Atlanta.

"Ken's experience in marketing research and measurement will optimize ACVB's marketing programs in an environment where every dollar and every strategy counts," said William Pate, ACVB president and chief executive officer. "Under his leadership, we will continue to position Atlanta as a top destination for business and leisure travel."

Previously serving as chair of the department of marketing and assistant dean for corporate relations at Georgia State University, Bernhardt has also been a visiting professor of business administration at Harvard Business School and served as a visiting research professor at the Marketing Science Institute.

Bernhardt previously served as consumer research advisor and head of Impact Evaluation at the Federal Trade Commission, American Marketing Association chairman of the board, president of the Association for Consumer Research and chairman of the Board of Trustees of the American Marketing Association Foundation. He is a former chair of the U.S. Census Bureau Marketing Advisory Committee.

Currently, Bernhardt serves on the executive committees and boards of directors for Leadership Atlanta, Junior Achievement of Georgia, Community Foundation of Greater Atlanta, and Alliance Theatre, and on the board of directors for Metro Atlanta Arts & Culture Coalition. He also serves on several corporate boards of advisors. Bernhardt received a B.S. degree from Washington and Lee University, a M.B.A from Harvard Business School and a Ph.D. in Business Administration from the University of Michigan.

The chairman of the ACVB is selected by the board of directors following nominations by the organization's executive committee.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

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For more information, please contact ACVB Public Relations:

Lauren Jarrell
Director
404.521.6649
ljjarrell@atlanta.net

Suzanne Forte
Specialist
404.521.6632
sforte@atlanta.net

Sarah Solomon
Specialist
404.521.6645
ssolomon@atlanta.net

Amanda Latson
Coordinator
404.521.6398
alatson@atlanta.net